

2010/11  
annual report



advancing california through the arts & creativity



# Colleagues and Friends:

The California Arts Council's 2010-2011 Annual Report is dedicated to the legacy of our immediate past Director, Muriel Johnson, who retired in January 2011. She admirably served this agency, the arts field, its communities, and the State of California.

The Arts Council is proud of its many accomplishments in 2010-2011, from our ability to continue support of California's diverse and dynamic arts organizations and communities, to the progression and expansion of our arts education efforts. Successful partnerships with local communities, business and other state agencies evolved during this year.

The last eight budget years have been the most difficult in the history of California. The Arts Council's general fund appropriation year after year continues to be challenged, and 2010-11 proved no different. The Arts Council has been able to sustain its general fund budget at the current level, in part through long-term relationships that the Council and executive staff have with the Governor's Office, Legislators and the arts community. The Council demonstrated its ability to establish partners and allies for the future, and aggressively sought sound, sustainable, and new creative sources of funding such as the Arts License Plate and Tax Checkoff for the Arts.

## **The Arts Council extends great thanks to many special partners who believe in its goals, mission and programs:**

- To the National Endowment for the Arts (NEA) for its continued support that provided \$1.3 million of the Arts Council's \$5.4 million budget.
- To Senator Curren D. Price, Jr., for carrying legislation allowing Californians to directly contribute to the arts through their annual state tax returns—a tax-deductible voluntary contribution! During the period between January 2011, when the bill became effective, and the end of the fiscal year, June 30, 2011, more than 15,000 Californians contributed over \$150,000 to the Arts Council Fund. Thank you, Senator Price, for this incredible opportunity. Thanks also to the arts organizations that so willingly promoted the Tax Checkoff opportunity to their constituents and

to the thousands of arts supporters who contributed to the Arts Council Fund.

- To Assemblymember Roger Niello, who successfully carried legislation effective January 2011 changing the director's position from a Governor's appointee to one selected by the Council.
- To Carol Muske-Dukes, who admirably carried out her two-year term as California Poet Laureate. Though Carol's term concluded in 2010-11, her legacy lives on through *The Magic Poetry Blimp Pilot's Guide*, a handbook on reading, writing, and learning poetry by heart, which she produced and distributed throughout the state.
- To the Western States Arts Federation (WESTAF), The William and Flora Hewlett Foundation, and The Greenberg Family Foundation, which are underwriting the search efforts for the Arts Council's new Director, and to WESTAF for administering the contract with Stanton Chase, a nationally known search firm that is conducting the search. A new Director will be announced early next fiscal year.
- To Target Corporation for supporting our Poetry Out Loud state finals again this year, and for contributing to the upcoming CREATE the STATE convening being planned to bring business, educators and arts leaders together. These parties will develop a plan to "ensure each student reaches his or her full potential by broadening California's educational vision, policy and practices to promote innovation, economic development, and creativity."

## **The Arts Council has accomplished much in 2010-11.**

### **To name a few highlights:**

- The agency provided \$3.4 million in grants and initiatives to the nonprofit arts sector, putting artists in schools and in rural and underserved communities, providing support for local arts councils in 50 counties and two major cities, providing support for statewide arts service and multicultural networks, organizing the Poetry Out Loud recitation contest for over 40,000 students statewide, providing arts programs for kids and communities in every county in the state, and supporting over 2,795 California jobs.

- This year we began a total remapping, revamping and redesign of the agency's website, weekly e-newsletter *California ArtBeat*, and the agency's Facebook, Twitter, YouTube and Flickr sites. Our grantees' stories will be told through rotating *ArtWorks!* stories, and the public will be able to access many of their favorite website sections through our mobile pages. Watch as our new site launches early next year ([www.arts.ca.gov](http://www.arts.ca.gov)).
- The *American Masterpieces: Artistic Legacy of California Indian Basketry* initiative—an exhibit that opened at the California Museum of History, Women and the Arts towards the end of 2008-2009—started its journey around the state at the Grace Hudson Museum in Ukiah, exhibiting from November 2010 through February 2011.

### Exciting new partnerships and opportunities have evolved:

- The Million Plates for the Arts Campaign, which was launched at the end of 2009-2010 with a goal of selling one million Arts License Plates, has gained momentum and has become a model to other states and specialty plate programs in California. The campaign is a massive statewide public and private fundraising effort to generate \$40 million annually for arts education and local arts programs. Iconic cultural, business and civic leaders have joined the campaign as “Arts Drivers.” Partnerships with marketing and design firms and *pro bono* contributions will help make this campaign a success.



- A broad-based partnership and statewide coalition of agencies, foundation leaders, creative industry leaders, education experts, PTA representatives, K-12 teachers, and representatives from major state universities and community colleges as well as art schools, is being built to tackle an education reform movement like no other in our state's history. This coalition, led by the California Department of Education, the California Arts Council, the California Alliance for Arts Education, and the California County Superintendents Educational Services Association, is guided by the belief that arts education is an essential part of the solution to the crisis in California schools. The movement was inspired and launched through our state's participation in the National Endowment for the Arts' Education Leaders Institute (ELI) in Chicago in May 2011. The California delegation's leadership team returned from this rich and highly focused meeting and set in motion a series of forums and ongoing conversations to advance an arts education reform

agenda for California. A convening is being planned for fall 2011 to share the experiences from ELI, and another will be held in the spring of 2012 to strategize specific goals and actions to improve arts education. It is more than an initiative—it's a window of opportunity to direct educational policy.

Thank you to Malissa Feruzzi Shriver, Chair; William Turner, Vice Chair; and our dedicated Council Members for the opportunity to serve during the last half of this fiscal year as the Interim Director of this marvelous agency! I hope this report properly reflects the work, accomplishments and legacy of Muriel Johnson. To our incredible, talented and professional staff—keep up the great work—it is an honor to work in the trenches with you! To our grantees, the arts field and art lovers—your support of this agency and its services is invaluable, and together as a team we will keep the arts alive, funded and thriving in California!

The accomplishments of 2010-11 provide the gateway and foundation for new opportunities, partnerships and successes for 2011-12. Watch as these develop, and as the Council hires and announces the new director and future leader to work with the Arts Council to take the agency into the next century.

*Marilyn*

Marilyn Nielsen  
Interim Director



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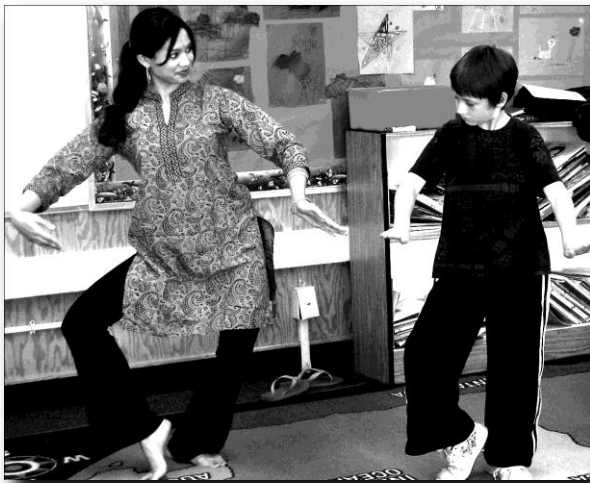


## grant programs

The California Arts Council administered a number of competitive programs to provide arts and arts education services to the state's citizens. Applications were reviewed based on each program's specific criteria and evaluated by expert peer panels in meetings open to the public. The staff facilitated the discussions, but did not contribute to the decision making. Subsequently, the panels' ranked recommendations were sent to the Council for consideration and final approval. Arts Council grants require a match from other sources. This leveraging requirement often results in grantees more than doubling the amount of the Arts Council grant.

### artists in schools

The Artists in Schools program supports the valuable link between community arts resources— professional teaching artists and arts organizations—and local schools/school districts by funding residency activities emphasizing long-term, in-depth arts education during school hours or in after-school programs. K-12 students are offered comprehensive, California standards-based arts education that underscores the critical role the arts play in the students' development of creativity, overall well-being and academic achievement.



Center for World Music, Artists in Schools grantee

The Artists in Schools program supports three separate components:

- **Effective Arts Organization and School Partnerships:** The creation and sustenance of projects taking place in schools during regular school hours.

- Standards-Based Arts in After-School Programs: Projects taking place on school campuses that reinforce, expand and deepen arts learning for students.
- Planning Grants: Arts organization/school partnerships that strategize actions to incorporate community arts resources into the ongoing standards-based arts activities at the school.

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in 2010-11  
the California Arts Council awarded  
138 Artists in Schools grants  
totaling \$1,173,078

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## creating public value

Creating Public Value promotes the public value of the arts by funding small arts organizations in California's rural and underserved communities. These organizations implement new projects or expand existing ones designed to make a positive contribution to their communities. The program stresses "The Three Rs:" Relationships (building partnerships), Relevance (to audiences and community), and Return on Investment (leveraging the social and economic impact of the organization's arts programming).



KITKA, Creating Public Value program grantee

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in 2010-11  
the California Arts Council awarded  
87 Creating Public Value grants  
totaling \$773,163

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### **state-local partnership**

The State-Local Partnership Program (SLPP) fosters arts and cultural development at the local level through a partnership between the California Arts Council and each participating county's designated local arts agency—a county arts council or commission. SLPP funding supports operational support, community collaborations, technical assistance, information exchange, and leadership development enabling individuals, organizations and communities to create, present, and preserve the arts of all cultures. Funds may be used for operations as well as programming activities.

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in 2010-11

**the California Arts Council awarded  
44 State-Local Partnership grants  
totaling \$773,469**

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YoloArts, State-Local Partnership Program grantee

### **state-local partnership development**

The State-Local Partnership Development Program (SLP Development) is a special three-year initiative that concluded in 2010-11. It was designed to assist counties to create new county arts councils, to resurrect those that in recent years went out of existence, and to strengthen those in need of technical assistance. SLP Development efforts were supported by a special draw of

\$1 million over three years from the Arts License Plate Fund. In 2010-11, SLP Development supported the following three targeted areas:

- development of new local arts agencies;
- technical assistance; and
- conference attendance.

### **development of new local arts agencies**

In its first two years (2008-09 and 2009-10), State-Local Partnership Development identified and supported development of local arts agencies in nine counties through grant funds and technical assistance workshops. In 2010-11, funding continued to these nine counties. Some counties were instructed to focus on strategic planning to guide their future development while others that had participated longer in SLP Development focused on fundraising skills.

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in 2010-11  
the California Arts Council awarded  
nine SLP Development grants  
totaling \$117,272

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### **state-local partnership technical assistance**

Technical assistance grants for internal organizational development were awarded to established State-Local Partners with annual budgets of less than \$1 million. Many partners chose to use the funds to enhance their websites, a critical tool to increase their visibility and accessibility.

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in 2010-11  
the California Arts Council awarded  
39 SLP Technical Assistance grants  
totaling \$129,362

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## state-local partnership program gathering/AFTA annual convention

In the previous two fiscal years, the State-Local Partnership Program convened statewide gatherings for established and developing partners. In 2010-11, a special workshop and a peer convening was held in San Diego as part of the Americans for the Arts (AFTA) Annual Convention, taking advantage of this year's in-state venue for this national event. Attended by executive directors, staff and/or board members representing 46 partner organizations, the sessions provided valuable information on a variety of topics relevant to local arts development, and the opportunity for peer networking and discovery of best practices. In addition, this particular form of technical assistance enabled attendees to participate in an important national conference that previously the majority was unable to attend.

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in 2010-11

portions of the California Arts Council grants noted above were specifically designated to cover costs associated with the convention for the 46 representatives who attended

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Central Sierra Arts Council, State-Local Partnership Program grantee

## statewide networks

The Statewide Networks Program supports statewide arts service organizations that are culturally-specific, multicultural, or discipline-based. Funds assist organizations in capacity building, communications, professional development, outreach, and arts advocacy.

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in 2010-11  
the California Arts Council awarded  
13 Statewide Network grants  
totaling \$242,000

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## arts & accessibility technical assistance

The California Arts Council is committed to making its services and programs open and accessible to all persons, with and without disabilities. The agency nurtures its relationship with the disability community through programs and services in partnerships with the National Arts and Disability Center and the National Endowment for the Arts.

The California Arts Council's Arts & Accessibility Technical Assistance Program funds efforts that make arts programs and services accessible to people with disabilities through grants of between \$500 to \$1000 for professional development and/or technical assistance.

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in 2010-11  
the California Arts Council awarded  
25 Arts and Accessibility Technical Assistance  
grants totaling \$25,000

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# special initiatives

## poetry out loud

Poetry Out Loud is a national poetry recitation contest initiated by the Poetry Foundation and the National Endowment for the Arts (NEA). It is organized each year for our state by the California Arts Council. Over 40,000 high school students took part in 2010-11, making California the state with the greatest number of Poetry Out Loud participants. With this initiative, the Arts Council, nonprofit arts organizations, local arts agencies and county education district offices in 34 counties reached hundreds of high schools throughout California. In addition to direct funding from the Arts Council, the effort was supported by grants from the NEA, Target Corporation, and the Mid-Atlantic Arts Foundation. Funds supported outreach to local arts agencies and nonprofits, county district offices of education, and California Poets in the Schools (CPITS) as well as schools, students and their parents. Competitors were coached by local poets who were affiliated with CPITS.

Members of the California State Legislature and legislative staff attended the statewide competition in the California Department of Education auditorium. The California Channel broadcast the event statewide, publicizing the success of Poetry Out Loud and raising public awareness of the Arts Council. The program was aired repeatedly throughout the year.

The 2011 state champion was Robert Marchand of Pacific Grove High School in Monterey County. He went on to represent California at the national competition in Washington, DC and to compete with all the other state champions who were winnowed from more than 365,000 student competitors nationwide.



Robert Marchand, 2011 California Poetry Out Loud Champion

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in 2010-11

the California Arts Council awarded 31 grants totaling \$83,000 to local arts agencies and schools/school districts conducting county Poetry Out Loud competitions

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### california poet laureate

In September 2009, Carol Muske-Dukes was appointed Poet Laureate by Governor Arnold Schwarzenegger and confirmed by the State Senate. During her two-year term, Muske-Dukes traveled throughout California, speaking to Californians of all ages and reciting her own works. As her official Poet Laureate project, she created the *The Magic Poetry Blimp Pilot's Guide*, a handbook on reading, writing, and learning poetry by heart. Muske-Dukes continued to promote the *Guide* along with an interactive online version, by speaking at conferences and distributing copies in public schools throughout the state during 2010-11, her final year as California Poet Laureate.



Carol Muske-Dukes

### search for next california poet laureate

The position of California Poet Laureate was established in 2001 with the passage of AB 113. Under the law, the California Arts Council is charged with overseeing the nomination process for the Poet Laureate, who is appointed by the Governor. In 2010-11, the agency conducted a yearlong process of publicizing the position and soliciting nominations statewide from the literary arts field, selecting a nominating committee and panel of renowned experts, and facilitating the panel to select the top applicants. Using those recommendations, the Arts Council presented the Governor's staff with the qualifications of the top three applicants for Poet Laureate. It is anticipated that the new Poet Laureate will be appointed in 2011-12.





From the Collection of the California Department of Parks and Recreation

### **american masterpieces: artistic legacy of california indian basketry**

The *American Masterpieces: Artistic Legacy of California Indian Basketry* exhibition premiered at the California Museum of History, Women and the Arts in Sacramento and was displayed from March 2009 to May 2010. In 2010-11, it was exhibited at the Grace Hudson Museum & Sun House in Ukiah from November 2010 through February 2011. The exhibition was presented by California State Parks, California Indian Heritage Center and the California Arts Council with funding from a National Endowment for the Arts “American Masterpieces” grant. It featured the evolution of Native American basketry in California, a functional artistic tradition 5,000 years in the making. The exhibition featured over 80 California Indian baskets from the vast collection held by California State Parks. Many of these exquisite baskets were on public view for the first time.

# public awareness

In 2010-11, the California Arts Council's public awareness campaign continued. The agency addressed the current Strategic Plan, whose key Public Awareness objectives are to:

- increase the public's understanding of how the arts strengthen the state's culture, communities and economy;
- encourage more Californians to participate in the arts in their communities; and
- position the California Arts Council, as the public's arts agency, to promote, expand, diversify, and deepen the role of the arts in the state.

## website, social media and technology

The California Arts Council's website, weekly e-newsletter, and social media continue to be the strongest ways in which the agency had a public profile and reached interested people. An Arts Council staff team planned, scheduled, implemented and tracked the efforts of maintaining the current website and, most importantly, creating a new one to align with new state website guidelines and required templates developed by the State Office of Information Technology.

The Arts Council continued to use cost-saving database-driven technology (content management system or CMS) to post timely announcements on its homepage and generate many popular content pages. The agency also enhanced its searchable California Festivals web pages, which officially launched at the California Festivals and Events Association conference in February 2011.

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Statistics on use of the California Arts Council website indicate that the most popular pages received more than 18,000 views per month.

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Newly developed mobile pages already had garnered over 750 views per month as of June 2011.

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The Festivals and other Arts Council database-driven web pages were converted to mobile web pages this year and included among the state's mobile websites, [www.m.ca.gov](http://www.m.ca.gov). In addition, the agency continued to publish *ArtWorks!*, online stories about the achievements of grantee organizations. These articles were regularly distributed to legislative representatives to demonstrate the important contributions of our grantees to legislators' districts.

The CMS system further populated the *California ArtBeat*, the Arts Council's weekly e-newsletter, a key resource for artists, arts administrators and educators to stay informed about the creative economy in the state, link to media stories, find arts jobs, research grant opportunities and more. By June 2011, approximately 4,300 individuals were subscribed to the *California ArtBeat*.

The agency's social networking remained active as part of its public awareness campaign by using Facebook, Twitter, YouTube and Flickr. A strong base of active users read and shared Arts Council content through Facebook and Twitter.

From March through April 2011, Capital Public Radio, which operates three National Public Radio stations serving ten counties in the greater Sacramento region, broadcasted on a *gratis* basis over 100 15-second public awareness spots on the value of the arts to California.



## outreach campaign

In 2010-11, the California Arts Council continued its active outreach to groups likely aligned with the arts, but for whose members the arts are not regularly on their radar. Our campaign of attendance and exhibition at their statewide membership organization gatherings promoted the value of the arts to their fields and to California communities and citizens in general. Examples include the California Downtown Association, California Library Association, California PTA, Governor and First Lady's Conference on Women and Families, the California State Fair, and the *Los Angeles Times* Festival of Books. In addition, a number of ads (mostly *gratis*) were placed in various publications, and materials were sent for distribution to various events where no Arts Council representative could be present.



Performers at the 2010 State Fair

## **california arts day 2010**

First established in 2000, California Arts Day was officially designated by the California Arts Council to be celebrated annually on the first Friday of October to kick off National Arts and Humanities Month. The purpose of California Arts Day is to encourage communities, arts organizations and individuals to celebrate the arts and their important role locally while recognizing that similar celebrations are taking place across our state.



The slogan for 2010's California Arts Day was "pARTicipate." To retain impact with reduced funds, the agency used its website to offer a tool box for local organizations to create and brand their own California Arts Day events. These events were listed on the Arts Council website through CMS technology. The Arts Council also joined with the California Department of Justice (in whose building the agency resides) to conduct a local children's art contest and announce winners on 2010 California Arts Day.

# partnerships

## education leaders institute

The California Arts Council led the California team chosen to participate in the National Endowment for the Arts' (NEA) Education Leaders Institute (ELI) in Chicago in May 2011. At the ELI conference, arts education experts from selected states tackled a shared arts education challenge and created strategies to strengthen their states' arts education policies. The teams discussed improving networks of educators and arts professionals, fostering innovative approaches to curriculum design and implementation, and sustaining and increasing arts education at the district, state, and national levels. In preparation for the convening, the California team obtained extensive advice from experts in arts education and the creative economy, and focused on visual and performing arts education as a critical component to the future of California's economy and of building a viable workforce.

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### the california ELI team's commitment:

to ensure each student reaches his or her full potential by broadening California's educational vision, policy, and practices to promote innovation, economic development, and creativity

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The California ELI Team recognized that all students need access to the arts and innovative learning strategies to prepare for high school graduation, college and/or post-high school learning, and successful careers. The team realized that restoring arts education in schools might address issues such as low test scores, high drop-out rates, significant incarceration numbers, and the struggling economy—but they chose to focus on the beneficial effects of arts education on critical thinking skills, self-confidence, and critical cognitive skills such as maintaining focus and problem solving.

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the california ELI team:

- Malissa Feruzzi Shriver, Chair, California Arts Council
  - Craig Cheslog, Principal Advisor to Tom Torlakson,  
State Superintendent of Public Instruction
  - Larry L. Powell, Fresno County Superintendent of Schools
  - Anne Bown-Crawford, Director, Arcata Arts Institute
  - Amy Shimson-Santos, Ph.D., UC Irvine Department of Education
  - Nidya Paredes, Pepperdine University
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The California ELI Team returned with a goal—or “California Challenge”—to bring statewide leaders together to build public will, impact public policy, and design innovative approaches to stabilize arts education funding. To achieve this, the California ELI Team expanded their coalition of advisors to include foundation leaders, creative industry leaders, education experts, PTA representatives, K-12 teachers, and representatives from major state universities and community colleges as well as visual and performing art schools and key government authorizers. They planned two convenings—one in the fall of 2011 to duplicate the program from the Chicago ELI conference, and another in the spring of 2012 to strategize specific goals and actions to improve arts education. They also scheduled “listening tours” around the state to receive input from Californians at the local level.

The California ELI Team noted that between 2011 and 2014 there is a key window of opportunity for significant change for the arts in schools. The No Child Left Behind federal policy expires and, with it, the associated testing. In addition, the Elementary and Secondary Education Act (ESEA) is being reauthorized. Governor Edmund G. “Jerry” Brown, Jr. and other stakeholders have been supportive of an increase in arts education in public schools. Proposing this initiative as part of the Governor’s larger economic development plan could reduce the drop-out rate, increase graduation rates, and educate children and youth for creative industry jobs in the 21st century.

These significant changes in the political climate and federal education policy provide an opportunity for arts education proponents to encourage the inclusion of the visual and performing arts as key to our education system. California has a golden opportunity to impact policies on curriculum and assessment, educator quality, professional preparation, equity and access, policy and politics, research and evidence building, school finance and sustainability, teacher and school development, collaborative relationships, and the role of business and industry in building the creative workforce.

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*The effort from the California ELI Team is more than an initiative--it's a movement. Watch as this amazing and creative arts education initiative unfolds, thrives and succeeds!*

Malissa Feruzzi Shriver  
Chair, California Arts Council

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## california cultural data project

The Cultural Data Project (CDP) originated as a Pew Charitable Trusts initiative in Pennsylvania in September 2004. California was the third state to adopt the CDP in 2008 through a unique partnership with The Pew Charitable Trusts. The California CDP Working Group includes representatives from the California Arts Council, Los Angeles County Arts Commission, Getty Foundation, The James Irvine Foundation, and The William and Flora Hewlett Foundation. Nationwide, the CDP operates in 10 states and collects data from more than 11,000 arts and cultural organizations.

Now, three years after the California launch of the CDP, more than 3,200 California cultural organizations have used this powerful grant management tool to apply to over 90 participating grants programs with 42 participating California grant makers. In addition, arts and cultural organizations were able to utilize 77 different reports to track their financial and programmatic performance over time, and to benchmark themselves against comparable organizations in specific disciplines, geographic regions and/or budget size. More than 50 organizations have also used California CDP data for internal research and analysis. Many have published their research, including Arts for LA, Arts Council Silicon Valley, City of Pasadena, Arts Council for Long Beach, Los Angeles County Arts Commission, City of San Diego Commission for Arts and Culture, San Francisco Arts Commission, Sacramento Metropolitan Arts Commission, and Theatre Bay Area.

A statewide arts and culture research project utilizing the data from the CDP got underway this year, led and financed by The James Irvine Foundation. *California's Arts and Cultural Ecology* is scheduled for release in summer 2011.



## online applications

The California Arts Council partnered with the Western States Arts Federation (WESTAF) in 2010-11 to bring our grant application process entirely online for two of our grant programs. Arts Council staff worked extensively with WESTAF to create, design and implement the two pilots. From applicants' writing and submitting their applications, to panelists' reading and evaluating (including evaluation of audio and visual samples), to staff members' creating final reports, the entire process was done through WESTAF's Grants Online website. The result was a virtually paperless peer panel review process.

The participating programs in 2010-11 were Artists in Schools, which reviewed 146 grant applications, and the State-Local Partnership Program, which reviewed 45 grant applications. The California Arts Council plans to add two additional programs to the online application process in 2011-12.



Watts Village Theater Company, Creating Public Value program grantee

# 2010-11 financial report

## revenues

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general fund	\$1,010,473.97
graphic design license plate account	\$3,110,432.23
federal trust fund/national endowment for the arts (NEA)	\$1,322,147.85
reimbursements <sup>1</sup>	\$26,500.00
<b>total revenues</b>	<b>\$5,469,554.05</b>

## expenditures

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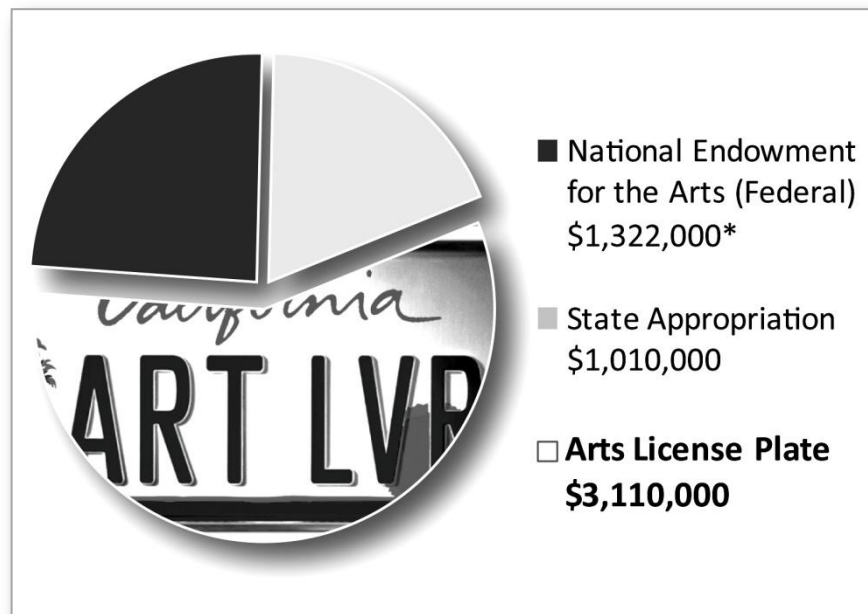
salaries and wages	\$1,030,335.84
benefits	\$406,414.83
benefits: workers' compensation	\$7,991.99
general expense	\$26,452.58
printing <sup>2</sup>	\$44,509.14
communications	\$20,658.62
postage	\$9,745.75
travel - in-state	\$25,650.50
travel - out-of-state	\$1,684.15
panel costs	\$12,631.25
training	\$1,944.00
facilities operations	\$193,574.56
consultant services: interdepartmental <sup>3</sup>	\$37,790.19
consultant services: external <sup>4</sup>	\$99,000.00
department services <sup>5</sup>	\$50,300.00
information technology/data processing <sup>6</sup>	\$44,084.15
central administrative services: pro rata <sup>7</sup>	\$42,237.00
central administrative services: SWCAP <sup>7</sup>	\$26,852.00
grants and subventions	\$3,387,697.50
<b>total expenses</b>	<b>\$5,469,544.05</b>

Notes on next page

## Budget Notes:

1. Reflects a contract with the California State Summer School for the Arts whereby the Arts Council provides personnel and accounting services.
2. Includes \$31,453 for California Department of Motor Vehicles Specialty License Plate insert.
3. Includes \$36,000 in contracted services through the California State Library for the provision of Personnel Services.
4. Includes \$50,000 to *24Connect* and \$48,000 to *Industrial Creative* for the Arts License Plate Marketing Campaign.
5. Includes \$50,000 in contracted services through University Enterprises, Inc. for the provision of student assistants.
6. Includes \$12,285.77 in computer hardware and software purchases; \$15,000 annual contract with the Office of State Chief Information Officer for the provision of equipment and processing (CalStars); \$7,528 annual contract with State Personnel Board for basic services.
7. Statewide General Administrative Expenditures (*pro rata*) and Statewide Cost Allocation Plan (SWCAP) represent General Fund recoveries of statewide general administrative costs (i.e., indirect costs incurred by central service agencies) from special funds and from federal funding sources, respectively. Central service agencies (e.g., Department of Finance, State Controller's Office, State Personnel Board, and Legislature) provide budgeting, accounting, auditing, payroll, and other services to all state agencies and are supported by the General Fund. However, the services provided benefit not only General Fund programs but also programs supported by special funds and federal funds. Consequently, Finance uses the *pro rata* and SWCAP cost allocation and recovery process to recover a fair share of indirect costs from special funds (*pro rata*) and from federal funds (SWCAP). The amounts recovered are transferred to the General Fund.

## 2010-11 funding sources



## special funding sources

The California Arts Council more aggressively pursued alternate sources of funding. For many years, the California Arts Council has received roughly \$1 million per year from the National Endowment for the Arts, but General Fund monies have been hard to come by. The agency, acknowledging the difficult circumstances of the State's General Fund, responded by energetically marketing the Arts License Plate, one of the first specialty plates to help fund a state agency, and promoting the "Arts Council Fund" Tax Checkoff, a potential funding stream new in 2010-11.

### the arts license plate and the million plates campaign

The Arts License Plate, a joint effort by the California Arts Council and the Department of Motor Vehicles, was launched in 1994 to support the Arts Council's arts education and local arts programs. Plate sales and renewal fees provide millions of dollars for arts programs for California's children and communities—approximately 60% of the agency's ongoing budget and 83% of its grant funds in 2010-11.

The California Arts Council continued the Million Plates for the Arts Campaign, a concept devised by the Arts Council in a brainstorming session with former First Lady Maria Shriver in November 2009 and launched in June 2010.

Campaign features included grassroots outreach with local arts agencies and statewide arts groups, networking through social media, *pro bono* marketing and outreach, and an ongoing analysis of the Arts Plate sales process.



The Million Plates campaign progressed with the assistance of Dewey Square Group's offer of hundreds of thousands of dollars in discounted and *pro bono* services until early 2011, when small business vendor 24Connect joined the campaign. 24Connect continued the negotiations with Clear Channel for



millions of dollars in *pro bono* billboard ad placement in Los Angeles, San Francisco and Sacramento. The Arts Council also began a partnership with advertising and design firm Industrial Creative in the summer of 2011 to create a high-quality media campaign highlighting prominent Californians as "Arts Drivers" promoting the value of arts and arts education as well as the Arts License Plates.

Arts Plate renewals and sales remained steady through the fiscal year—a time when many other specialty plate programs saw significant decreases. The Arts Council believed that the agency would see an increase in sales and renewals as the different parts of the marketing campaign are matched with improvements in the sales infrastructure in the coming years.

### **tax checkoff — arts council fund**

The year 2011 brought a wonderful new opportunity for the California Arts Council. The Legislature passed and Governor Edmund G. "Jerry" Brown, Jr. signed SB 1076, authored by Senator Curren D. Price, Jr. in 2010. It enables Californians to give to the "Arts Council Fund" through the voluntary contributions section of their state tax return in 2011—a.k.a. "Tax Checkoff for the Arts!" The challenge is that, starting in 2012, the Arts Council Fund must receive a minimum of \$250,000 in annual contributions to remain in the program.

To help promote this opportunity, the agency added tools to its website that could be used by artists, arts organizations, arts education supporters and arts enthusiasts. Tools included print ads, web banners, flyers for programs, Tax Checkoff icon drop-ins, and a step-by-step guide to the relevant sections of do-it-yourself tax preparation products. State tax filers using professional tax preparers were asked to alert the preparers that the filers wanted to donate. The Arts Council also worked with the California State Librarian to make sure flyers were posted by the shelves where tax materials were available in libraries throughout the state. In addition, there were Facebook posts and Twitter tweets on the topic.

During the period of January to June 2011, Franchise Tax Board reported a total of \$152,465 contributed to the Arts Council Fund from 15,321 state tax filers. The Arts Council will use these funds to place teaching artists in California schools, revitalize rural and cash-strapped sections of California's economy using arts and cultural initiatives, support local communities through partnerships with city and county arts councils, and assist statewide arts networks.

We were grateful to Senator Curren D. Price, Jr. for initiating the authoring legislation that allows Californians to directly contribute to the arts through their state tax refunds, and to the taxpayers who contributed. We were especially grateful for the outpouring of help from arts organizations and artists who promoted this opportunity for the Arts Council Fund in the first six months of 2011.



# 2010-2011 grantees

grantee	county	award
<b>artists in schools (AIS)</b>		
About Productions	Los Angeles	\$10,200.00
Alameda County Arts Commission	Alameda	\$8,988.00
Angel's Gate Cultural Center	Los Angeles	\$9,600.00
Armory Center for the Arts	Los Angeles	\$9,600.00
Arts & Learning	Orange	\$3,360.00
Arts & Services for Disabled	Los Angeles	\$3,307.50
Arts Council for Monterey County	Monterey	\$9,000.00
Arts Council for Monterey County	Monterey	\$8,400.00
Arts Council Napa Valley	Napa	\$10,800.00
Arts Council of Kern	Kern	\$8,400.00
ArtsChange	Contra Costa	\$8,800.00
ArtSeed	San Francisco	\$10,800.00
Asian Improv aRts	San Francisco	\$9,000.00
Bethune Theatredanse	Los Angeles	\$9,600.00
Blue Bear School of Music	San Francisco	\$8,949.00
Bluepalm ACE	Los Angeles	\$10,200.00
California Center for the Arts Escondido Foundation	San Diego	\$9,600.00
California Institute of the Arts (CalArts)	Los Angeles	\$8,856.00
California Poets in the Schools	San Francisco	\$10,200.00
California Traditional Dance	Los Angeles	\$2,500.00
Cantare con Vivo	Alameda	\$10,800.00
Center For World Music	San Diego	\$10,800.00
Central Sierra Arts Council	Tuolumne	\$3,000.00
City Ballet of San Diego	San Diego	\$10,200.00
City of San Fernando	Los Angeles	\$10,800.00
College of the Canyons Foundation	Los Angeles	\$6,630.00
Community School of Music and Arts	Santa Clara	\$9,600.00
Community Works	Alameda	\$9,000.00
Crowden Center for Music in the Community	Alameda	\$8,778.00
Cultural Council of Santa Cruz County	Santa Cruz	\$9,000.00
Culture Shock Dance Troupe	Los Angeles	\$2,500.00
Dance Kaiso	San Francisco	\$10,200.00



grantee	county	award
Danza Floricanto/USA	Los Angeles	\$10,200.00
Destiny Arts Center	Alameda	\$7,042.00
Diablo Ballet	Contra Costa	\$9,000.00
Dimensions Dance Theater	Alameda	\$10,200.00
Eagle Rock Community Cultural Association	Los Angeles	\$8,925.00
East Bay Center for the Performing Arts	Contra Costa	\$9,000.00
Eveoke Dance Theatre	San Diego	\$8,500.00
Forestville Union School District	Sonoma	\$3,000.00
Fremont Symphony Orchestra	Alameda	\$2,500.00
Friends of the Arts Commission (Sacramento)	Sacramento	\$8,908.00
Friends of the Arts Commission (Sacramento)	Sacramento	\$3,912.00
Gabriella Axelrad Education Foundation	Los Angeles	\$9,600.00
Ginga Arts	Los Angeles	\$9,600.00
HeArt Project	Los Angeles	\$10,200.00
Higher Gliffs	Alameda	\$10,800.00
Humboldt Arts Council	Humboldt	\$6,076.00
Imagination Workshop	Los Angeles	\$8,400.00
Imagine Bus Project	San Francisco	\$9,000.00
Ink People Center for the Arts	Humboldt	\$9,000.00
Inside Out Community Arts	Los Angeles	\$10,200.00
Kaisahan of San Jose Dance Company	Santa Clara	\$9,600.00
Kala Art Institute	Alameda	\$10,800.00
Kid Serve	San Francisco	\$9,180.00
KITKA	Alameda	\$2,500.00
La Pena Cultural Center	Alameda	\$3,848.00
LACER Afterschool Programs	Los Angeles	\$10,800.00
LEAP—Imagination in Learning	San Francisco	\$10,800.00
Lily Cai Chinese Dance Company	San Francisco	\$8,400.00
Live Arts Group	Los Angeles	\$2,500.00
Long Beach Museum of Art	Los Angeles	\$9,600.00
Los Angeles Master Chorale	Los Angeles	\$10,200.00
Los Angeles Opera	Los Angeles	\$10,200.00
Lula Washington Dance Theatre	Los Angeles	\$8,400.00
Luna Kids Dance	Alameda	\$10,200.00
Lux Art Institute	San Diego	\$9,600.00
Malashock Dance	San Diego	\$10,800.00

grantee	county	award
Mammoth Art Guild/Mono Council For The Arts	Mono	\$8,400.00
Mariachi Heritage Society	Los Angeles	\$10,200.00
Marin Shakespeare Company	Marin	\$9,000.00
Marin Theatre Company	Marin	\$4,051.00
Marsh Youth Theater	San Francisco	\$8,400.00
McGroarty Arts Center	Los Angeles	\$5,390.00
Media Arts Center San Diego	San Diego	\$10,200.00
Melody of China	San Francisco	\$10,200.00
Mexican Heritage Corporation	Santa Clara	\$10,200.00
Muckenthaler Cultural Center	Orange	\$8,400.00
Museum of Children's Art	Alameda	\$9,600.00
Museum of Photographic Arts	San Diego	\$9,600.00
New Century Chamber Orchestra	San Francisco	\$9,600.00
Oakland East Bay Symphony	Alameda	\$10,800.00
Oaktown Jazz Workshops	Alameda	\$7,000.00
Ojai Music Festival	Ventura	\$8,000.00
Opera Piccola	Alameda	\$9,600.00
Out of Site: Center for Arts Education	San Francisco	\$10,800.00
P.S. Arts	Los Angeles	\$10,200.00
Pan Afrakan Dance and Music	San Joaquin	\$2,500.00
Pasadena Conservatory of Music	Los Angeles	\$10,200.00
Peralta Parent Teacher Group	Alameda	\$10,200.00
Performing Arts Center of Los Angeles County	Los Angeles	\$9,600.00
Performing Arts Workshop	San Francisco	\$10,200.00
Playwrights Project	San Diego	\$10,200.00
Plumas Arts	Plumas	\$9,000.00
Prescott Circus Theatre	Alameda	\$10,200.00
Prescott-Joseph Center for Community Enhancement	Alameda	\$8,400.00
Presidio Dance Theatre	San Francisco	\$9,600.00
Purple Silk Music Education Foundation	Alameda	\$10,200.00
Red Hen Press	Los Angeles	\$8,400.00
reDiscover	Los Angeles	\$4,600.00
RHS Studio Art Program	Alameda	\$9,668.00
Rhythmic Concepts	Alameda	\$6,063.00
Richmond District Neighborhood Center	San Francisco	\$7,777.00
San Benito County Arts Council	San Benito	\$6,000.00

grantee	county	award
San Diego Art Institute	San Diego	\$9,000.00
San Diego Dance Theater	San Diego	\$9,600.00
San Diego Guild of Puppetry	San Diego	\$10,200.00
San Diego Museum of Art	San Diego	\$5,100.00
San Diego Opera	San Diego	\$10,800.00
San Diego Youth Symphony and Conservatory	San Diego	\$8,081.00
San Francisco Arts Commission	San Francisco	\$10,200.00
San Francisco Arts Education Project	San Francisco	\$9,600.00
San Francisco Children's Art Center	San Francisco	\$2,500.00
San Francisco Girls Chorus	San Francisco	\$10,200.00
Santa Barbara Dance Institute	Santa Barbara	\$10,200.00
Santa Barbara Museum of Art	Santa Barbara	\$6,112.00
Santa Cecilia Orchestra	Los Angeles	\$9,000.00
ShadowLight Productions	San Francisco	\$7,310.00
Sierra County Arts Council	Sierra	\$3,000.00
Southland Opera	Los Angeles	\$8,400.00
Southwest Chamber Music	Los Angeles	\$9,600.00
Stagebridge	Alameda	\$4,820.00
StageWrite	San Francisco	\$10,200.00
Streetside Stories	San Francisco	\$10,200.00
Symphonic Jazz Orchestra	Los Angeles	\$9,600.00
The Unusual Suspects	Los Angeles	\$9,600.00
Theatre Of Hearts/Youth First	Los Angeles	\$10,200.00
Venice Arts	Los Angeles	\$10,200.00
Ventura County Arts Council	Ventura	\$9,000.00
Very Special Arts	Sacramento	\$9,066.00
Visual Arts/Language Arts	San Francisco	\$9,000.00
We Tell Stories	Los Angeles	\$2,880.00
YoloArts	Yolo	\$9,600.00
Young Audiences of Northern California	San Francisco	\$8,400.00
Young Audiences of San Diego	San Diego	\$8,400.00
Young Musicians Foundation	Los Angeles	\$9,000.00
Youth In Arts	Marin	\$9,600.00
Z Space Studio	San Francisco	\$9,000.00
artists in schools (AIS) total		\$1,173,077.50

## grantee

## county

## award

**creating public value (CPV)**

3rd I South Asian Independent Film	Alameda	\$9,500.00
509 Cultural Center	San Francisco	\$10,000.00
Abhinaya Dance Company of San Jose	Santa Clara	\$9,500.00
African-American Shakespeare Company	San Francisco	\$8,900.00
ALICE: Arts and Literacy in Children's Education	Alameda	\$8,000.00
API Cultural Center	Alameda	\$8,900.00
Army of Lovers	San Francisco	\$8,900.00
Arts Council Napa Valley	Napa	\$9,500.00
Asian Pacific Islander Cultural Center	San Francisco	\$8,900.00
Asian-American Women Artists Association	San Francisco	\$8,900.00
Assoc. for the Advancement of Filipino American Arts & Culture	Los Angeles	\$8,900.00
AXIS Dance Company	Alameda	\$10,000.00
Baulines Craft Guild	Marin	\$8,000.00
Bethany Center Foundation of San Francisco	San Francisco	\$8,900.00
CASA 0101	Los Angeles	\$7,500.00
Center for the Study of Political Graphics	Los Angeles	\$8,000.00
Centro de Unidad Popular Benito Juarez	Kern	\$8,000.00
City at Peace - Santa Barbara	Santa Barbara	\$7,500.00
Collage Dance Theatre	Los Angeles	\$9,500.00
Company of Angels	Los Angeles	\$8,900.00
Croatian Cultural Center of San Francisco	San Francisco	\$9,500.00
Dell' Arte	Humboldt	\$10,000.00
Door Dog Music Productions	San Francisco	\$9,500.00
El Teatro Campesino	San Benito	\$10,000.00
Eldergivers	San Francisco	\$8,900.00
Epiphany Productions	San Francisco	\$10,000.00
Femina Potens	San Francisco	\$8,900.00
Firebird Youth Chinese Orchestra	Santa Clara	\$10,000.00
First Night Monterey	Monterey	\$7,500.00
Flyaway Productions	San Francisco	\$9,500.00
Fresh Meat Productions	San Francisco	\$9,500.00
Friends of Lincoln Theater	Napa	\$9,500.00
Friends of Peralta Hacienda Historical Park	Alameda	\$8,900.00
Galeria Studio 24	San Francisco	\$8,000.00
Gamelan Sekar Jaya	Alameda	\$8,900.00

grantee	county	award
Genryu Arts	San Francisco	\$8,900.00
Golden Gate Opera	Marin	\$7,500.00
Golden Thread Productions	San Francisco	\$9,500.00
Great Leap	Los Angeles	\$9,500.00
Highways	Los Angeles	\$8,000.00
Idris Ackamoor & Cultural Odyssey	San Francisco	\$9,500.00
Instituto Mazatlan Bellas Artes de Sacramento	Sacramento	\$9,500.00
Inyo Council for the Arts	Inyo	\$10,000.00
Jagged Lines of Imagination Academy	San Joaquin	\$5,340.00
JC Culture Foundation	Los Angeles	\$7,500.00
Justice by Uniting in Creative Energy	Los Angeles	\$8,900.00
Khmer Arts Academy	Los Angeles	\$9,500.00
KITKA	Alameda	\$10,000.00
LA Commons, a project of Community Partners	Los Angeles	\$10,000.00
LA Freewaves	Los Angeles	\$10,000.00
La Raza Bookstore	Sacramento	\$8,900.00
Los Angeles Poverty Department	Los Angeles	\$10,000.00
Los Angeles Women's Theatre Festival	Los Angeles	\$7,500.00
Los Cenzontles	Contra Costa	\$7,500.00
Manilatown Heritage Foundation	San Francisco	\$8,900.00
Mariposa County Arts Council	Mariposa	\$7,500.00
Mendocino Coast Writers Conference	Mendocino	\$8,900.00
Movimiento de Arte y Cultura Latino	Santa Clara	\$10,000.00
Music in the Mountains	Nevada	\$8,900.00
Playhouse 395	Inyo	\$8,000.00
Playhouse Arts	Humboldt	\$10,000.00
Positive Action Community Theatre (PACT)	San Diego	\$7,500.00
Pro Arts	Alameda	\$9,500.00
Public Education Enrichment Fund	Nevada	\$7,313.00
Purple Moon Dance Project	San Francisco	\$10,000.00
QCC: The Center for LGBT Art and Culture	San Francisco	\$9,500.00
Queer Women of Color Media Arts Project	San Francisco	\$9,500.00
RADAR Productions	San Francisco	\$8,900.00
San Jose Multicultural Artists Guild	Santa Clara	\$8,900.00
Santa Cecilia Opera and Orchestra Association	Los Angeles	\$9,500.00
Self Help Graphics & Art	Los Angeles	\$8,900.00
Sierra Repertory Theatre	Tuolumne	\$8,000.00

## grantee

## county

## award

Siskiyou Arts Council	Siskiyou	\$6,510.00
So. CA Asian-American Studies Central, Inc.	Los Angeles	\$8,900.00
South East European Film Festival	Los Angeles	\$9,500.00
Susanville Symphony Society	Lassen	\$8,000.00
Tahoe Arts Project	El Dorado	\$7,500.00
Teatro de la Tierra	Fresno	\$8,000.00
The Ink People	Humboldt	\$8,900.00
Tia Chucha's Centro Cultural	Los Angeles	\$9,500.00
Virginia Avenue Project	Los Angeles	\$8,900.00
Watts Village Theater Company	Los Angeles	\$10,000.00
William James Association	Santa Cruz	\$7,500.00
Women's Audio Mission	San Francisco	\$9,500.00
YoloArts	Yolo	\$10,000.00
Youth Orchestras of Fresno	Fresno	\$9,500.00
Zaccho SF	San Francisco	\$8,900.00
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creating public value (CPV) total		\$773,163.00

## poetry out loud (POL)

Alameda County Arts Commission	Alameda	\$1,000.00
Arts Council for Monterey County	Monterey	\$1,000.00
Arts Council Napa Valley	Napa	\$1,000.00
Arts Council of Mendocino County	Mendocino	\$1,000.00
Arts Council of Sonoma County	Sonoma	\$1,000.00
ARTS Obispo	San Luis Obispo	\$1,000.00
California Poets In the School	San Francisco	\$50,000.00
Central Sierra Arts Council	Tuolumne	\$1,000.00
Contra Costa County	Contra Costa	\$1,000.00
El Dorado Arts Council	El Dorado	\$1,000.00
Foothill Arts Resources Media Farm	Nevada	\$1,000.00
Fresno Arts Council	Fresno	\$1,000.00
Humboldt Arts Council	Humboldt	\$1,000.00
Inyo Council for the Arts	Inyo	\$1,000.00
Lake County Arts Council	Lake	\$1,000.00
Los Angeles County Education Foundation	Los Angeles	\$3,000.00
Madera County Arts Council	Madera	\$1,000.00

grantee	county	award
Mammoth Lakes Foundation	Mono	\$1,000.00
Marin Arts Council	Marin	\$1,000.00
Modoc Forum	Modoc	\$500.00
Orange County Office of Education	Orange	\$1,000.00
PlacerArts	Placer	\$1,000.00
Riverside Arts Council	Riverside	\$1,000.00
Sacramento County Office of Education	Sacramento	\$2,500.00
Santa Barbara County Arts Commission	Santa Barbara	\$1,000.00
Siskiyou Arts Council	Siskiyou	\$1,000.00
Solano Arts Council	Solano	\$1,000.00
Stanislaus Arts Council	Stanislaus	\$1,000.00
Valley Center-Pauma Unified School District	San Diego	\$500.00
Ventura County Arts Council	Ventura	\$1,000.00
Yuba-Sutter Regional Arts Council	Yuba/Sutter	\$1,500.00
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poetry out loud (POL) total		\$83,000.00

#### state-local partnership program (SLPP)

Alameda County Arts Commission	Alameda	\$16,645.00
Arts Council for Monterey County	Monterey	\$16,512.00
Arts Council Napa Valley	Napa	\$16,505.00
Arts Council of Kern	Kern	\$16,525.00
Arts Council of Mendocino County	Mendocino	\$16,665.00
Arts Council Silicon Valley	Santa Clara	\$16,542.00
ARTS Obispo	San Luis Obispo	\$16,557.00
Arts Orange County	Orange	\$16,365.00
Calaveras County Arts Council	Calaveras	\$16,509.00
Central Sierra Arts Council	Tuolumne	\$16,349.00
City of Los Angeles Cultural Affairs Department	Los Angeles	\$16,333.00
City of San Diego Commission for Arts & Culture	San Diego	\$15,000.00
Arts & Culture Commission of Contra Costa Co.	Contra Costa	\$16,612.00
Cultural Arts Council of Sonoma County	Sonoma	\$16,611.00
Cultural Council of Santa Cruz County	Santa Cruz	\$16,495.00
Del Norte Association for Cultural Awareness	Del Norte	\$16,720.00
El Dorado Arts Council	El Dorado	\$16,570.00
Fresno Arts Council	Fresno	\$16,538.00

grantee	county	award
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Friends of the Arts Commission (Sacramento)	Sacramento	\$16,517.00
Humboldt Arts Council	Humboldt	\$15,000.00
Inyo Council for the Arts	Inyo	\$16,552.00
Lassen County Arts Council	Lassen	\$16,707.00
Los Angeles County Arts Commission	Los Angeles	\$16,409.00
Madera County Arts Council	Madera	\$16,590.00
Mammoth Art Guild	Mono	\$16,532.00
Marin Arts Council	Marin	\$16,453.00
Mariposa County Arts Council	Mariposa	\$16,693.00
Merced County Arts Council	Merced	\$16,603.00
Modoc County Arts Council	Modoc	\$15,000.00
PlacerArts	Placer	\$16,504.00
Plumas County Arts Commission	Plumas	\$16,660.00
Riverside Arts Council	Riverside	\$16,373.00
San Benito County Arts Council	San Benito	\$16,567.00
San Francisco Arts Commission	San Francisco	\$15,000.00
Santa Barbara County Arts Commission	Santa Barbara	\$16,333.00
Shasta County Arts Council	Shasta	\$16,505.00
Sierra County Arts Council	Sierra	\$15,000.00
Siskiyou Arts Council	Siskiyou	\$16,720.00
Stanislaus Arts Council	Stanislaus	\$15,000.00
Trinity County Arts Council	Trinity	\$16,700.00
Upstate Community Enhancement Foundation	Butte	\$16,555.00
Ventura County Arts Council	Ventura	\$16,482.00
YoloArts	Yolo	\$16,416.00
Yuba-Sutter Regional Arts Council	Yuba/Sutter	\$31,545.00
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state-local partnership program (SLPP) total		\$733,469.00

### state-local partnership development program

Alameda County Arts Commission	Alameda	\$3,268.00
Amador County Arts Council	Amador	\$11,541.00
Arts & Culture Commission of Contra Costa County	Contra Costa	\$3,268.00
Arts Collaborative of Nevada County	Nevada	\$14,870.00
Arts Council for Monterey County	Monterey	\$3,268.00
Arts Council Napa Valley	Napa	\$3,268.00



grantee	county	award
Arts Council of Kern	Kern	\$3,268.00
Arts Council of Mendocino County	Mendocino	\$3,268.00
ARTS Obispo	San Luis Obispo	\$3,268.00
Arts Orange County	Orange	\$3,268.00
Calaveras County Arts Council	Calaveras	\$3,268.00
Central Sierra Arts Council	Tuolumne	\$3,268.00
City of San Diego Commission for Arts & Culture	San Diego	\$3,268.00
Colusa County Arts Council	Colusa	\$11,582.00
Community Foundation of Riverside & San Bernardino Counties	Riverside	\$22,150.00
Cultural Arts Council of Sonoma County	Sonoma	\$3,268.00
Cultural Council of Santa Cruz County	Santa Cruz	\$3,268.00
Del Norte Association for Cultural Awareness	Del Norte	\$3,521.00
El Dorado Arts Council	El Dorado	\$3,268.00
Fresno Arts Council	Fresno	\$3,268.00
Humboldt Arts Council	Humboldt	\$3,268.00
Inyo Council for the Arts	Inyo	\$3,268.00
Lake County Arts Council	Lake	\$11,547.00
Lassen County Arts Council	Lassen	\$3,268.00
Madera County Arts Council	Madera	\$3,268.00
Mammoth Art Guild	Mono	\$3,268.00
Marin Arts Council	Marin	\$3,268.00
Mariposa County Arts Council	Mariposa	\$3,268.00
Merced County Arts Council	Merced	\$3,268.00
Modoc County Arts Council	Modoc	\$3,268.00
PlacerArts	Placer	\$3,268.00
Plumas County Arts Commission	Plumas	\$3,268.00
Riverside Arts Council	Riverside	\$3,268.00
San Benito County Arts Council	San Benito	\$3,268.00
San Mateo Arts Council	San Mateo	\$11,474.00
Santa Barbara County Arts Commission	Santa Barbara	\$3,268.00
Shasta County Arts Council	Shasta	\$3,268.00
Sierra County Arts Council	Sierra	\$3,268.00
Siskiyou Arts Council	Siskiyou	\$3,293.00
Solano County Arts Council	Solano	\$12,000.00
Stanislaus Arts Council	Stanislaus	\$3,268.00
Tehama County Arts Council	Tehama	\$11,658.00
Trinity County Arts Council	Trinity	\$3,268.00

grantee	county	award
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Upstate Community Enhancement Foundation	Butte	\$3,268.00
Ventura County Arts Council	Ventura	\$3,268.00
Visalia Arts Consortium	Kern	\$10,450.00
Yolo County Arts Council	Yolo	\$3,268.00
Yuba-Sutter Regional Arts Council	Yuba/Sutter	\$4,900.00
state-local partnership development program total		\$246,634.00

### statewide networks

Alliance for California Traditional Arts	Fresno	\$20,000.00
Association of California Symphony Orchestras	Sacramento	\$18,000.00
California Alliance for Arts Education	Los Angeles	\$20,000.00
California Association of Museums	Santa Cruz	\$20,000.00
California Indian Basketweavers Association	Yolo	\$20,000.00
California Lawyers for the Arts	San Francisco	\$20,000.00
California LGBT Arts Alliance	San Francisco	\$18,000.00
California Poets in the Schools	San Francisco	\$17,000.00
California Presenters	Sacramento	\$17,000.00
Dancers' Group/California Dance Network	San Francisco	\$18,000.00
Latino Arts Network	Los Angeles	\$17,000.00
National Association of Latino Independent Producers	Los Angeles	\$19,000.00
Theatre Bay Area	San Francisco	\$18,000.00
statewide networks total		\$242,000.00

### technical assistance/special initiatives

Pew Charitable Trusts	Pennsylvania	\$50,000.00
Regents of the University of California (UCLA)	Los Angeles	\$25,000.00
William James Association	San Francisco	\$10,000.00
technical assistance/special initiatives total		\$85,000.00

### membership/participation fees

Americans for the Arts (AFTA)	District of Columbia	\$1,000.00
National Assembly of State Arts Agencies (NASAA)	District of Columbia	\$12,075.00
Western States Arts Federation (WESTAF)	Colorado	\$38,279.00
membership/participation fees total		\$51,354.00

grand total awards	\$3,387,697.50
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# 2010-11 council members

Malissa Feruzzi Shriver, Chair

William Turner, Vice Chair

Wylie Aitken

Michael Alexander

Andrew Green

Adam Hubbard

Charmaine Jefferson

Terry Lenihan

Karen Skelton\*

Susan Steinhauser

\*Completed her term on December 31, 2010

California



Arts Council

# 2010-11 council meetings

September 21, 2010	San Francisco – Museum of the African Diaspora
November 10, 2010	Costa Mesa – South Coast Repertory
December 6, 2010	Teleconference (sites in Sacramento, Santa Ana, Los Angeles)
January 14, 2011	Teleconference (sites in Sacramento and Los Angeles)
January 26, 2011*	Sacramento – Crocker Art Museum
March 1, 2011	Los Angeles – Loyola Marymount University
June 15, 2011	San Diego – Old Globe Theatre
June 22, 2011	Los Angeles – Loyola Marymount University

\*Annual Meeting



Council meeting at Museum of the African Diaspora

# 2010-11 arts council staff

Muriel Johnson, Director (retired Jan. 31, 2011)

Marilyn Nielsen, Deputy Director (Interim Director from Feb. 1, 2011)

Scott Heckes, Chief of Administration

Josie Talamantez, Chief of Programs

Lucero Arellano, Arts Programs Specialist

Mary Beth Barber, Public Information Officer

Tom Bergmann, Information Technology Specialist

Julian Borrowdale, Accountant

Wayne Cook, Arts Programs Specialist

Richard Diaz, Receptionist

Theresa D'Onofrio, Graphic Design Specialist

Diane Golling, Administrative Assistant

Rob Lautz, Arts Programs Specialist

Kristin Margolis, Arts Programs Specialist

Patricia Milich, Public Awareness Coordinator

Lucy Mochizuki, Contracts & Procurement Administrator

John Seto, Arts Programs Specialist

Terry Walter, Accounting Manager

Part-Time Student Assistants: Mike Artica, Oscar Escobar, Brandon Moore



Malissa Feruzzi Shriver  
Chair, California Arts Council



california arts council

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